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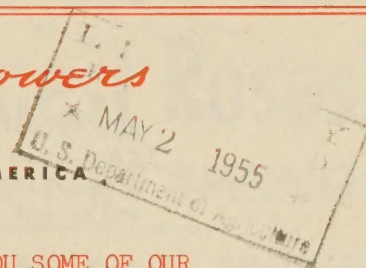
1955

JACKSON & PERKINS CO.

World's Largest Rose Growers

Telephone
Newark 1550

NEWARK, NEW YORK • • THE ROSE CAPITAL OF AMERICA



WHY I HAVE INSTRUCTED OUR SHIPPING DEPARTMENT TO SEND YOU SOME OF OUR
PRIZE-WINNING ROSES-- FOR ABSOLUTELY FREE EXAMINATION!

Dear Gardener:

Yesterday I instructed our Shipping Department to reserve in your name a group of our world-famous Prize-Winning Roses. I want you to have them. I'd like you to plant them...to see how beautifully the world's finest roses grow in your garden--and I'm going to send them entirely at my risk!

That's right. I want to send you these Prize-Winning Roses--WITHOUT YOUR
PAYING ANY MONEY NOW OR WHEN YOUR PLANTS ARRIVE.

If you've ever purchased plants from anyone, you know that this is a revolutionary offer. No nursery does business this way...and neither do we, normally. Why then am I going to send you some of our Prize-Winning Roses...to let you plant them and keep them in your garden--without asking for any money in advance.

WHY WE DARE MAKE SUCH AN AMAZING OFFER

The reason is very simple. According to our records, you have not yet grown J&P Prized Roses. So I'd like to introduce them to you--without your risking a single penny! For I know that once you see them actually growing in your garden, once you see them blooming in all their glory...you'll be so thrilled that you wouldn't want to be without them--and you'll want more besides!

Of course, I wouldn't dare make this offer if it weren't for the QUALITY of our roses...top-notch quality that has enabled us to become the world's largest rose growers...first quality that has made J&P Prized Roses the most wanted and most planted roses in the whole world...the highest quality that has enabled J&P Roses to win more awards in this country and abroad than any other roses!

Honestly, you have to see the heavy, sturdy stock...the thick branches...the large roots to fully realize what a No. 1 plant really looks like. You have to see them burst into life in your own garden to realize how vigorous a real No. 1 plant is! You have to see it actually blooming to realize how gorgeous a No. 1 plant is! Just compare an authentic J&P No. 1 plant to any other...for size, for ease of growth, for sheer beauty! There is no comparison! And all of our Roses are guaranteed to be No. 1 plants...top quality, 2-year-old, field-grown plants--the strongest, sturdiest, healthiest Rose plants you can get.

J&P PRIZED ROSES FOR EVERY GARDENING USE

Furthermore, there are several different types of J&P Prized Roses...beautiful roses for every use in your garden...

...EVERBLOOMING FLORIBUNDA ROSES, the 20th century rose, that produce hundreds of prize-winning blooms on every bush! This newest type of rose produces clusters of 5 to 25 blooms--an entire bouquet on one single stem!

And Floribunda Roses bloom almost continuously all season long--from June right up to frost. They're wonderful for mass planting, foundation and picture window plantings, hedging, borders along walks and paths.

...And also, the AMAZING EVERBLOOMING CLIMBERS that produce literally thousands of roses on a single plant...curtains of color to drape over fences, porch, walls, trellis, posts.

I could go on for pages describing our top-quality No. 1 Prized Roses. I could make fantastic claims--and back them up! But it would still be "all talk and no action." That's why I'm perfectly willing to let you try them in your garden--at our risk.

YOU DON'T SEND A PENNY UNTIL YOU'RE CONVINCED

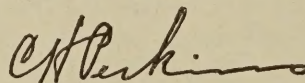
As I said before, I have already instructed our Shipping Department to reserve a group of these J&P Prized Roses in your name for absolutely free trial examination. The only request I have to make is that you tell me--on the enclosed Free Trial Form--which group or groups you would like to receive. (The special groups set aside for "new friends" are described in the enclosed circular.)

You'll receive your plants at the proper planting time for your locality... and with your shipment, we'll enclose a memo bill for the full amount of the plants you selected, plus a few cents for postage and handling. BUT you DO NOT pay any money now--or when the plants arrive. Plant them in your garden and watch them grow. Only after you actually see them thriving and growing...only after you are thoroughly convinced that J&P Prized Roses can glorify your home and garden as no other flower can, are you asked to pay the amount indicated.

On the other hand, if your plants do NOT live and grow...if they are NOT healthy, vigorous, bursting with life by June 10th...DESTROY THE PLANTS, return the memo bill--and you owe us nothing.

Incidentally, you'll notice that the enclosed Introductory Free Trial Form bears a number. That's your priority number for this offer which we can only make once to a family, and only to a few new friends each year. If you do not wish to plant any of them in your garden this year, please be sure to let me know so we can make the plants reserved for you available to another new friend.

Yours for a more beautiful rose garden...



C. H. Perkins

An Unusual Introductory Offer to Make New Friends for Jackson & Perkins Prized Roses

PROVE FREE-That You Can Grow and Enjoy the World's Finest Roses!

Any of these Prized
ROSE GARDENS
Sent on Absolutely
Free Trial!

-IN YOUR GARDEN THIS SPRING!

SEND NO MONEY NOW-NOTHING ON ARRIVAL

See Prize-Winning Roses Growing in
Your Garden Before You Pay a Penny!

HUNDREDS OF PRIZE-WINNING ROSES ON EVERY BUSH!

IN BLOOM CONTINUOUSLY ALL SEASON LONG!

FLORIBUNDA, THE 20th CENTURY ROSE!

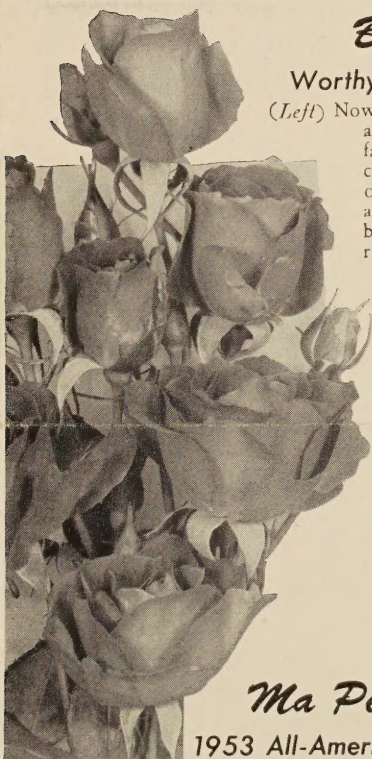
FLORIBUNDA
ROSE GARDEN

Includes 3 Great
Floribunda

Baby Blaze

Worthy of a Famous Name

(Left) Now, at last... for the first time anywhere... here is our most famous climber in the form of a captivating Floribunda. A vigorous 3 ft. bush produces an abundance of deep red pointed buds that mature into velvety red when open. Finishing a few shades lighter, the bright color is much enhanced by the white eye at the center of the flower. The flowers are produced in clusters of from 10 to 25 on one shoot. Baby Blaze is excellent for group plantings, foundation planting and hedges. In the fall the color intensifies to deeper tones. (Pl. Pat. Applied For)



Summer Snow

Most Prolific White Floribunda

(Right) The most prolific of white Floribundas, with great "drifts" of beautiful large clusters like mounds of snow. The remarkable profusion of heavy flower clusters covers the plant during late June, July, August and September. Summer Snow Floribunda Roses are being used to work wonders in the "white gardens" now so much in vogue, also to accent and blend other colors in the perennial and shrubbery borders. It has a sweet, elusive fragrance. Light green attractive foliage enhances the plant. Reaches a height of 20 in. or more. (Pl. Pat. No. 416)



NOW IS THE TIME
TO PLANT

Ma Perkins



1953 All-America Winner!

(Right) The lovely Ophelia shaped buds of translucent light Fashion color open up to graceful cup-shaped flowers. The 3½ to 4 in. blooms begin a sparkling coral shell pink color and finish a lovely shell-coral suffused with yellow. This 1953 All-America Selection Award Winner has the fragrance of honey, cloves and cinnamon. Flowers of this generous bloomer appear in clusters and singly all season long. The 2½ to 3 foot bush is strong, compact and resistant to disease and pests, in addition to being able to thrive under difficult conditions. Plentiful rich green foliage. Makes an excellent border or hedge. (Pl. Pat. No. 1143).



SAVE MONEY!

ON THIS SPECIAL OFFER

GROUP NO. 1185

ALL 3 ONLY \$5.50

PAY ONLY AFTER YOU SEE THEM
GROWING IN YOUR GARDEN

**JACKSON & PERKINS
PRIZED
FLORIBUNDAS**

EASIEST OF ALL ROSES TO GROW

YET PRODUCE HUNDREDS OF BLOOMS ON EVERY BUSH

NOW IS THE TIME TO PLANT

Pinocchio

Salmon Pink! Always in Bloom!

The exquisite pointed buds of salmon flushed gold at the base are delightful. 1½ inch miniature Hybrid Tea shaped blooms of soft clear pink change to deeper pink at the edges. The first of the famous "Pinocchio Family" grows 20 to 24 in. tall, is extremely hardy and is a most prolific bloomer providing you with its delicate sweetheart flowers all season long. The cool pink masses are refreshing (Pl. Pat. No. 484)



FLORIBUNDA ROSE GARDEN

*Includes 4 Great
Floribunda*

Yellow Pinocchio

Another thrilling Pinocchio with the same sturdy bush and great masses of bloom in an apricot-yellow color. The bush grows about 3 ft. tall and when at the peak of bloom is a rounded mound of yellow. The foliage is dark green, tough and very disease-resistant. This sturdy, healthy and free-flowering member of the Pinocchio family is bound to become as popular as its far-famed parent. (Pl. Pat. No. 992.)

Marionette

Dainty cream-yellow buds open up to fully double flowers, about 1½ in. across. The pastel tint changes gracefully to immaculate white before the flowers finish. Generous to the utmost, with hundreds of flowers on every hardy bush. Healthy foliage. Can't be beat for a suffusion of blooms all summer. Marionette is one of our best loved Floribundas.

Red Pinocchio

Beautiful Scarlet-Red Floribunda

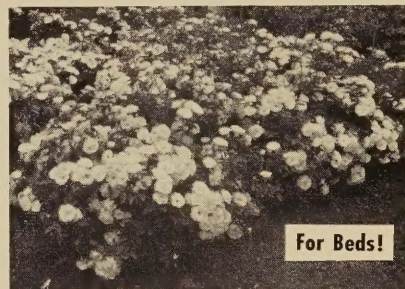
Another of the "Pinocchio Family." This time a lovely red. Tiny picture buds are a deep satiny carmine-red on the outside and a brighter carmine on the inside. The 3½ inch Hybrid Tea shaped blooms are cup shaped and present masses of clean red clusters all season long. The upright bush is vigorous and free flowering with long shoots. (Pl. Pat. No. 812)

SAVE MONEY

GROUP NO. 1195

ALL 4 ONLY \$5.75

PAY ONLY AFTER YOU SEE THEM
GROWING IN YOUR GARDEN



For Beds!

THOUSANDS OF ROSES IN LIMITED SPACE

CURTAINS OF COLOR TO DRAPE OVER FENCES, WALLS, POSTS, PORCH, TRELLIS, etc.

Entirely New Improved Strain of

BLAZE

America's Most Popular Climber

This ever popular Climber is very active producing hundreds of brilliant red blooms all season long. Large clusters of 2 to 3 in. cup-shaped flowers cover the plant. The vivid scarlet color holds well. Easy to grow, Blaze often reaches a height of 15 feet. It will add beauty to your garden. It is the most popular of all Everblooming Climbers.

CLIMBING GOLDSLOCKS A truly everblooming yellow Climbing Rose! The buds are ovoid in shape and a rich golden yellow in color. As the buds gracefully open to 3½ in. blooms they last for a long time, for fresh new buds keep replenishing the over-all effect of a golden yellow mass. Will grow 6 to 10 ft. and will bloom the first year planted. (Pl. Pat. No. 1090)

CLIMBING PARADE A great everblooming Climber with masses of delightful red flowers appearing singly and in clusters in spring and throughout the season. Rose-red flowers 4 to 5 in. in diameter are filled with a delightful spicy fragrance. One of the most active of modern Climbers, Parade grows easily. (Pl. Pat. No. 1253)

SAVE MONEY ON THIS SPECIAL OFFER

GROUP NO. 885

ALL 3

YOURS FOR ONLY

\$5.95

PAY ONLY AFTER YOU SEE THEM GROWING IN YOUR GARDEN

**CLIMBING
ROSE GARDEN**
*Includes 3 Popular
Climbers*



JACKSON & PERKINS CO., Newark, NEW YORK

HAVE A FRIEND MAIL THIS CARD FOR

Free Copy

OF JACKSON & PERKINS
NEW SPRING CATALOG

**Parade of Modern Roses
and Perennials**

● Have your garden loving friends admired your lovely Roses or Perennials? Here is a chance to help them start a rose garden of their own. The J. & P. Spring Catalog illustrates the newest and better Roses and Perennials—all guaranteed to live and bloom. Have a friend fill in and mail this card today for their free copy. It will be sent at once—in time to select plants for 1955 Spring planting.



Jackson & Perkins Co. *World's Largest Rose Growers*
Newark, New York

Place
Stamp
Here

Jackson & Perkins Co.

World's Largest Rose Growers
Newark, New York

JACKSON & PERKINS CO., Newark, New York

Please send me a FREE copy of your

NEW Spring 1955 Catalog
PARADE OF MODERN ROSES AND
PERENNIALS

Print Name _____

Print Street No. R.F.D. _____

Box _____

Print Post Office _____

State _____

Free Trial Priority Form No. 3222

Gentlemen:

I have never grown J & P Prized Roses before, but I would like to do so—at your risk. Please send me, at the proper planting time, the group (s) indicated below. It is understood that I need send no money now—nor pay the postman anything when the plants arrive. If the plants are NOT bursting with life by June 10th, I will destroy them, return the memo bill and owe you nothing. Otherwise, I will pay the full amount indicated on the bill, plus a few cents postage.

Check Group or Groups Desired

FLORIBUNDAS

FLORIBUNDAS

- | | |
|--|--|
| <input type="checkbox"/> Group # 1185...\$5.50 | <input type="checkbox"/> Group # 1195...\$5.75 |
| 1 Ma Perkins | 1 Red Pinocchio |
| 1 Baby Blaze | 1 Yellow Pinocchio |
| 1 Summer Snow | 1 Pinocchio |
| | 1 Marionette |

CLIMBERS

- | |
|---|
| <input type="checkbox"/> Group # 885...\$5.95 |
| 1 Blaze |
| 1 Cl. Goldlocks |
| 1 Cl. Parade |

PLEASE PRINT NAME & ADDRESS

Name.....

Address.....

City.....

Zone.....State.....

☐ Please check here if you want NO plants—so that we may offer them to another customer.

Postage
Will be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 25, SEC. 34.9 P. L. & R. NEWARK, N. Y.

Jackson & Perkins Co.

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